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6/16/52

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

january

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 16, 1952</u>			
Monday June 16 9:30 A.M. Breakfast	BREAKFAST PREVIEWS OF FALL BRA FASHIONS "Class of '52"--Lovable's Fall bras will be presented at a breakfast pre-view for the press. Previews also at 9:30 A.M. on Tues., Wed., and Thurs.; and at 3:00 P.M., Friday, June 20. Contact: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE MEZZANINE
Monday June 16 2:30 P.M.	PRESS PREVIEW OF SLIPPER FASHIONS "Christmas Is Now"--preview of slippers, mules and TV shoes for Fall and Christmas. By invitation. Publicity: Ruth Hammer Associates, EL. 5-7108.	GUSTAVE	350 FIFTH AVENUE SHOWROOM-7903
Monday June 16 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SUITS & DRESSES Edith Small will present her Fall collection of suits and gowns to the press. By invitation. Publicity: Aileen Platt, TR. 6-1354.	EDITH SMALL ORIGINALS (LOS ANGELES, CALIF.)	HOTEL GOTHAM BALLROOM
Cancelled June 16	HOLLANDER FUR PREVIEW, ORIGINALLY SCHEDULED FOR MONDAY, JUNE 16 AT 4:00 P.M., HAS BEEN CANCELLED.		
Monday June 16 6:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL DRESS COLLECTION Presentation of Kay Windsor's dress collection for Fall at preview for press and trade. By invitation only. Contact: Bobbie Hahn, CH. 4-3866.	KAY WINDSOR FROCKS	LA VIE EN ROSE 123 EAST 54TH ST.
Beginning Monday June 16	OPENING OF FALL JEWELRY COLLECTION Daily showings of Fall jewelry. Publ.: Ann R. Silver Assoc., MU. 7-8654.	CORO, INC.	47 WEST 34TH ST. SHOWROOM
Beginning Monday June 16	OPENING OF FALL JEWELRY COLLECTION Daily showings of Karu jewelry for Fall. Contact: LE. 2-5377.	KAUFMAN-RUDERMAN	411 FIFTH AVENUE SHOWROOM-5TH FLOOR
Beginning Monday June 16	OPENING: FALL TAILORED JEWELRY COLLECTION Continuous daily showings. Contact: BR. 9-7178.	SPERRY MANUFACTURING CO.	366 FIFTH AVENUE ROOM 916
Tuesday June 17 9:30 A.M. Breakfast	PRESS PREVIEW: FALL & WINTER FUR COLLECTION Bernham Stein's Fall and Winter fur collection, designed by Bette Yokova. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	BERNHAM STEIN	660 FIFTH AVENUE SALON
Tuesday June 17 2:30 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION Press showing of Varden Petite Fall dress collection. By invitation only. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 17 4:30 P.M.- 7:00 P.M. Cocktails	LA TAUSCA'S FALL JEWELRY PREVIEW Fall collection of Majeska-designed pearl jewelry for La Tausca at semi-annual fashion presentation. <u>Showing at 5:00 P.M.</u> By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER (L. HELLER & SONS)	HOTEL PLAZA GRAND BALLROOM
Tuesday June 17 7:00 P.M. Dinner	ANNUAL RAINCOAT SHOW FOR TRADE Annual dinner and trade show. Price \$17.50. By invitation. Publicity: Jack Berman, OR. 5-8950.	N.Y. RAINCOAT MFR'S ASS'N	WALDORF-ASTORIA GRAND BALLROOM
Wednesday June 18 11:00 A.M.	SEPARATES COLLECTION AT PRESS PREVIEW Presentation of formal separates for Fall at preview for press and trade. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	DOROTHY DICKERSON	19 WEST 57TH STREET SHOWROOM
Wednesday June 18 12:00 Noon Luncheon	INTRODUCTION OF NEW HOME SOUND MOVIES Revere Camera Company's preview of their new home sound movies. By invitation. Publicity: Helen Cumming, Roger Brown, Inc., PL. 5-3100.	REVERE CAMERA CO.	"21" CLUB, 21 W. 52ND HUNT ROOM
Wednesday June 18 12:30 P.M. Luncheon	FALL FASHIONS BY NEW YORK DESIGNERS Waldes Slide Fasteners will present early Fall fashions, designed by members of the Society of N.Y. Dress Designers, at a luncheon fashion show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldes Publicity: Mrs. Haydon Ross Fields, fashion coordinator, EX. 2-3100. Waldorf Publicity: Madeleine Riordan, EL. 5-3000.	WALDES SLIDE FASTENERS	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday June 18 12:30 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW "Honeymoon On The Superliner"---showing of bride's complete wardrobe suitable for ocean voyage, in honor of "United States", new flagship of U.S. lines. Press by invitation. Public by reservation; contact: Francois, EL. 5-2600. Savoy Plaza Fashion Director: Claire Wilson, EL. 5-2600.	MANUFACTURERS OF BRIDAL FASHIONS	SAVOY PLAZA CAFE LOUNGE
Wednesday June 18 4:00 P.M.	PREVIEW: FALL JEWELRY MANUFACTURED BY KRAMER Christian Dior-New York, Inc. will present their Fall jewelry collection, designed by Christian Dior and manufactured by Kramer. By invitation only. Dior Contact: PL. 7-2024. Kramer Publ.: Jonni L. Walker, LO. 4-1644.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM-7TH FLOOR
Thursday June 19 9:00 A.M.- 11:00 A.M. Breakfast	PRESS BREAKFAST FOR WORLD BEAUTY CONGRESS Contestants in the first annual Miss Universe World Beauty Congress (June 23-June 28 at Long Beach, California), will be guests at a press breakfast. By invitation only. Publicity: George McMurray, Robert S. Taplinger & Associates, PL. 7-8040.	CATALINA; PAA; & UNIVERSAL-INTERNATIONAL	HOTEL PLAZA BAROQUE SUITE
Thursday June 19 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING Subject: "Fashion At Any Price". Speaker: Amy Fagan, Fashion Administrator, Macy's. Show Commentator: Nancy Maxwell, fashion coordinator, ABC Fabrics, and co-chairman of the Ready-To-Wear Division (with Elizabeth Ritter of "Glamour"). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 19 4:00 P.M. Cocktails	PREMIERE SHOWING OF FALL MILLINERY Premiere showing of Russ Russell Originals for O'Connell Hat Corporation. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	O'CONNELL HAT CORP.	SHERRY-NETHERLAND CARNAVAL ROOM
Sunday June 22 9:30 A.M.- 1:00 P.M.	FALL JEWELRY PREVIEW AT OPEN HOUSE PARTY Open-House brunch and presentation of Fall jewelry fashions. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Sunday June 22 11:00 A.M. Brunch	FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery collection during brunch for visiting press. By invitation only. <u>Local press show, Wed., July 9 at 1:00 P.M. (See Pg. 11).</u> Publicity: Mildred Kaldor, MU. 9-5420.	EMME	HOTEL MADISON EMERALD ROOM
Sunday June 22 1:00 P.M.- 3:00 P.M.	FALL AND WINTER SHOE PREVIEW Luncheon and preview of Fall and Winter kid shoes and accessories. By invitation only. Publicity: Geri Matthau, WI. 7-0332.	KID LEATHER GUILD	HOTEL CHATHAM CHATHAM WALK
Sunday June 22 3:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Fall millinery will be presented by Sally Victor to out-of-town press. By invitation. <u>Local press show, Thurs., June 26 at 10:00 A.M. (See Pg. 8).</u> Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday June 22 4:30 P.M. Tea	PRESS SHOWING OF "SLIP-IT FRONT" The visiting editors will be invited to a showing of Maria Krum's new patented "Slip-It Front", and interchangeable wardrobe costumes, featuring the "yoke" belt. By invitation only. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Sunday June 22 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	SAVOY PLAZA HOTEL LE CHATEAU-11TH FL.
Sunday June 22 6:00 P.M. Cocktails	PREVIEW OF CUSTOM COLOGNE FOR PRESS Harriet Hubbard Ayer will introduce new custom cologne to visiting press. By invitation. Publicity: Mary Brown, MU. 8-6000, Ext. 255.	HARRIET HUBBARD AYER	WALDORF-ASTORIA PRIVATE SUITE
Sunday June 22 7:15 P.M.- 9:00 P.M.	PREMIERE: NEW QUIZ TV PROGRAM FOR VISITING PRESS The out-of-town editors will be invited to attend the premiere of "The Big Pay-Off", N.B.C.-TV new evening television quiz program, sponsored by Colgate-Palmolive-Peet. Host and Hostess: Randy Merriman and Bess Myerson. Adele Simpson fashions will be shown. By invitation. Publicity: Corinne Schwab, Spotlight Promotions, PL. 7-0800.	COLGATE-PALMOLIVE-PEET	NEW AMSTERDAM ROOF 214 WEST 42ND STREET
Sunday June 22 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS Fall millinery show for visiting editors. <u>Local press, Mon., July 7 at 2:30 P.M. (See Pg. 10).</u> By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON

DATEWHAT'S GOING ONGIVEN BYWHERENEW YORK DRESS INSTITUTE'S NINETEENTH NATIONAL PRESS WEEK (June 23, 1952)

Fashion editors of over 100 U.S. and foreign newspapers will be invited to attend the 19th National Press Week. Fall and Winter collections of 37 leading designers, 30 members and 7 auxiliary members of the N. Y. Dress Institute's Couture Group, will be shown daily. The release date of each collection is 24 hours after the showing (auxiliary members one week later). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

Monday, June 23....	9:00 A.M.	WELCOME BREAKFAST & FORUM. . .	WALDORF-EMPIRE RM.
	10:00 A.M.	CLAIRE McCARDELL (TOWNLEY) . .	WALDORF-EMPIRE RM.
	11:00 A.M.	PAUL PARNES. . . . .	WALDORF-EMPIRE RM.
	12:00 Noon	DELMAN (Auxiliary Member). . .	WALDORF-PEACOCK
	1:00 P.M.	INT'L SILK ASS'N. (Auxiliary). .	WALDORF-EMPIRE RM.
	2:30 P.M.	BENHAM ORIGINALS . . . . .	WALDORF-EMPIRE RM.
	3:30 P.M.	BEN ZUCKERMAN. . . . .	WALDORF-EMPIRE RM.
	4:30 P.M.	HERBERT SONDHEIM . . . . .	WALDORF-EMPIRE RM.
	5:15 P.M.	HARVEY BEHIN . . . . .	WALDORF-EMPIRE RM.
	8:30 P.M.	MAURICE RENTNER. . . . .	498 SEVENTH AVENUE
Tuesday, June 24....	8:00 A.M.	BUFFET BREAKFAST . . . . .	WALDORF-EMPIRE RM.
	9:00 A.M.	PHILIP MANGONE . . . . .	WALDORF-EMPIRE RM.
	10:00 A.M.	ORIGINALA COATS. . . . .	WALDORF-EMPIRE RM.
	11:00 A.M.	MONTE-SANO & PRUZAN. . . . .	WALDORF-EMPIRE RM.
	12:00 Noon	SHIP 'N SHORE (Auxiliary Member)	WALDORF-EMPIRE RM.
	2:00 P.M.	OLEG CASSINI . . . . .	WALDORF-EMPIRE RM.
	3:00 P.M.	HANNAH TROY. . . . .	WALDORF-EMPIRE RM.
	4:00 P.M.	ELFREDA-FOX (Pierre Balmain) .	498 SEVENTH AVENUE
Wednesday, June 25....	5:00 P.M.	CORO-GLENTEX (Auxiliary Members)	WALDORF-SERT ROOM
	8:00 P.M.	N.W. AYER & SON. (Auxiliary) .	AMBRASSADOR-TRIANON
	9:00 A.M.	B.H. WRAGGE. . . . .	BONWIT TELLER-9TH FL.
	10:30 A.M.	JOSEPH HALPERT (Jacques Fath). .	530 SEVENTH AVENUE
	11:30 A.M.	SAMUEL WINSTON (Charles James) .	530 SEVENTH AVENUE
	12:30 P.M.	A. HOLLANDER & SON (Auxiliary) .	SHERRY-NETHERLAND
	2:30 P.M.	HATTIE CARNEGIE. . . . .	711 FIFTH AVENUE
	3:30 P.M.	JANE DERBY . . . . .	785 FIFTH AVENUE
Thursday, June 26....	5:30 P.M.	NETTIE ROSENSTEIN. . . . .	WALDORF-SERT ROOM
	9:00 A.M.	ADELE SIMPSON. . . . .	530 SEVENTH AVENUE
	10:00 A.M.	DAVIDOW. . . . .	550 SEVENTH AVENUE
	11:00 A.M.	TRIGERE. . . . .	550 SEVENTH AVENUE
	12:30 P.M.	BRIDAL SHOW-LUNCHEON . . . .	WALDORF-EMPIRE RM.
	2:30 P.M.	BRIGANCE OF FRANK GALLANT. . .	205 WEST 39TH STREET
	3:30 P.M.	CHRISTIAN DIOR . . . . .	730 FIFTH AVENUE
	6:00 P.M.	STYLE-WISE FASHION SERIES. . .	WALDORF-EMPIRE RM.
Friday, June 27....	9:00 A.M.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE
	10:00 A.M.	PATTULLO-JO COPELAND . . . . .	498 SEVENTH AVENUE
	11:00 A.M.	BEN REIG . . . . .	498 SEVENTH AVENUE
	12:00 Noon	CAPRI FROCKS . . . . .	1372 BROADWAY
	1:00 P.M.	HANDMACHER-VOGEL (Auxiliary) .	1407 BROADWAY
	3:00 P.M.	HANSEN BANG. . . . .	498 SEVENTH AVENUE
	4:00 P.M.	CEIL CHAPMAN (Cocktails) . . .	530 SEVENTH AVENUE

Beginning DAILY SHOWINGS OF WILL NEMEROV 500 SEVENTH AVENUE  
Monday WILLI'S FALL COLLECTION SHOWROOM-11TH FLOOR  
June 23 Willi will invite visiting editors to daily showings of his Fall  
11:45 A.M. collection. By invitation only. Publicity: Angeline Dougherty,  
MU. 4-6873.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 23 12:00 Noon	FALL SHOE PREVIEW FOR VISITING EDITORS The out-of-town press will be invited to a preview of Fall shoe fashions by Delman (Auxiliary Member of N.Y.D.I.--See Pg. 4). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN (745 FIFTH AVENUE)	WALDORF-ASTORIA PEACOCK LOUNGE
Monday June 23 1:00 P.M. Luncheon	SILK FASHIONS FOR FALL AT PRESS PREVIEW Luncheon fashion showing of Fall collections by leading designers in fabrics from International Silk Association, U.S.A. (Auxiliary Member of N.Y.D.I.--See Pg. 4). For local and visiting press, by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WALDORF-ASTORIA EMPIRE ROOM
June 23 2:30 P.M.	BENDER & HAMBURGER (BENHAM ORIGINALS), MEMBERS OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
June 23 3:30 P.M.	BEN ZUCKERMAN'S COUTURE, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
Monday June 23 4:00 P.M.- 7:30 P.M. Cocktails; Buffet	PRESS PREVIEW: FALL FITTED HANDBAGS Alfred F. Reilly, president of the Evans Company, will present Fall line of fitted handbags (and also, two new lines of porcelain and enamel table lighters and accessories, as the "costume jewelry of the home"). For out-of-town and N.Y. press, by invitation only. Publicity: Bob Cherneff, Steve Hannagan Office, FL. 5-2900.	EVANS COMPANY (TAUNTON, MASS.)	TOOTS SHOR'S RESTAURANT 51 WEST 51ST STREET
June 23 4:30 P.M.	HERBERT SONDHEIM'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
Monday June 23 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES "Fashions In Time"--latest designs in women's watches, will be presented by The Watchmakers of Switzerland (Federation Suisse des Associations de Fabricants d'Horlogerie) to the N.Y. and out-of-town fashion press. By invitation only. Sponsored by Foote, Cone & Belding International. Contact: Elizabeth Maher Associates, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	RAINBOW GRILL 30 ROCKEFELLER PLAZA
June 23 5:15 P.M.	HARVEY BERIN'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
Monday June 23 6:30 P.M. Buffet Supper	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Elizabeth Arden will invite the out-of-town editors to a showing of her Fall ready-to-wear collection, followed by buffet supper. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
June 23 8:30 P.M.	MAURICE RENTNER'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM-16TH FLOOR. (See Page 4).		
Beginning Monday June 23	COMPOSITE SHOE DISPLAY FOR VISITING PRESS A composite shoe display of Fall and Winter styles will be presented to visiting press during week of June 23. By appointment only. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	HOTEL SHELburne 37TH ST. & LEX. AVE.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 24 8:00 A.M. Breakfast	FALL MILLINERY SHOW FOR VISITING PRESS Fall millinery collection by Irene of New York at a breakfast for out-of-town press. <u>Local press show, Wed., June 25, at 4:30 P.M. (See Pg. 7)</u> Publicity: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
June 24 8:00 A.M.	BUFFET BREAKFAST FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
June 24 9:00 A.M.	PHILIP MANGONE'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
Tuesday June 24 9:30 A.M. Breakfast	PRESS PREVIEW OF NEW TEXTILE DESIGN Signature Fabrics--division of M. Lowenstein & Sons, Inc.--will invite fashion and fabric editors to view a new approach to textile design to be promoted by top designers in Cruise and Resort season at Artists Gallery, 711 5th Ave. By invitation. Contact: Bee Bradshaw, MU. 8-6200.	M. LOWENSTEIN & SON (43 LEONARD ST.)	ASSOCIATED AMERICAN ARTISTS GALLERY
June 24 10:00 A.M.	ORIGINALA COATS, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
Tuesday June 24 10:00 A.M.- 6:00 P.M.	INFORMAL EXHIBIT OF FALL HANDKERCHIEFS "The Handkerchief Story"--an educational display and Fall fashion preview, showing new handkerchiefs coordinated with ready-to-wear and accessories. Dresses--Vera Maxwell. By invitation only. Publ.: Mary Marsh, PL.7-5809.	HANDKERCHIEF PROMOTIONS	WALDORF-ASTORIA ASSEMBLY SUITE-4 FL.
June 24 11:00 A.M.	MONTE-SANO & PRUZAN'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
Tuesday June 24 12:00 Noon Luncheon	PRESS PREVIEW: FALL BLOUSE COLLECTION Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Page 4) will invite the out-of-town and N.Y. press to luncheon and showing of Fall blouse collection. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	WALDORF-ASTORIA EMPIRE ROOM
June 24 2:00 P.M.	OLEG CASSINI'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
June 24 3:00 P.M.	HANNAH TROY'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
Tuesday June 24 3:00 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the New York press of the Yolande collection of handmades for Fall, including couture designs in lingerie, blouses and baby clothes; also new 3 to 6 line. <u>This show will be presented to the visiting press at 4:45 P.M.</u> By invitation only. Publ.: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
June 24 4:00 P.M.	ELFREDA-FOX (PIERRE BALMAIN), MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM-18TH FLOOR. (See Page 4).		
June 24 4:45 P.M.	YOLANDE'S PREVIEW OF FALL FASHIONS FOR VISITING PRESS AT 4:45 P.M., 16 EAST 34TH STREET, SHOWROOM-16TH FLOOR. (See Above).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 24 5:00 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW "Access-O-Quiz"---Fall jewelry by Coro and scarves by Glentex (Auxiliary Members of N.Y.D.I.--See Pg. 4) will be presented to the out-of-town and local press. Cocktails at 4:30 P.M. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	WALDORF-ASTORIA SERT ROOM
Tuesday June 24 8:00 P.M. Dinner	DIAMOND EXHIBIT AT DINNER FOR VISITING PRESS N.W. Ayer & Son (Auxiliary Member of N.Y. Dress Institute--See Pg. 4) will present a display of diamond jewelry from Black, Starr & Gorham, Van Cleef & Arpels, and Harry Winston for the visiting editors at cocktails. Entertainment by Cornelia Otis Skinner will follow dinner. By invitation only. Contact: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL AMBASSADOR TRIANON ROOM
Tuesday June 24 10:00 P.M.- Midnight	FALL MILLINERY SHOWING FOR LOCAL & VISITING PRESS Lilly Dache will present her Fall millinery fashions to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Wednesday June 25 8:00 A.M. Breakfast	OUT-OF-TOWN PRESS SHOW: EMBROIDERY FASHIONS Presentation of Schiffler-embroidered fashions for Fall and Winter at breakfast for visiting press. By invitation. Publ.: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERY FASHIONS	SAVOY PLAZA SAVOY ROOM
Wednesday June 25 8:30 A.M. Breakfast	GOTHE FALL FASHIONS AT VISITING PRESS SHOW Gothé fashions for Fall will be presented to the out-of-town editors. By invitation only. Publicity: Nona James, CH. 4-7658.	DAVID E. GOTTLIEB	530 SEVENTH AVENUE SHOWROOM--4TH FLOOR
June 25 9:00 A.M.	B.H. WRAGGE'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, BONWIT-TELLER, 721 FIFTH AVENUE, 9TH FLOOR. (See Page 4).		
Wednesday June 25 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Irene of New York invites the N.Y. press to a showing of her Fall millinery collection. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
June 25 10:30 A.M.	JOSEPH HALPERT (JACQUES FATH), MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-24TH FLOOR. (See Page 4).		
June 25 11:30 A.M.	SAMUEL WINSTON (CHARLES JAMES), MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-11TH FLOOR. (See Page 4).		
Wednesday June 25 12:30 P.M. Luncheon	FUR FORECAST FOR OUT-OF-TOWN PRESS Hollander (Auxiliary Member of N.Y.D.I.--See Pg. 4) will present a forecast of colors, silhouette, price and news in furs for 1952-53. By invitation for visiting & local editors. Publ.: Rosemary Sheehan, CI. 7-8060.	HOLLANDER FURS	SHERRY-NETHERLAND CHANTECLAIR ROOM
June 25 2:30 P.M.	HATTIE CARNEGIE'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE, SHOWROOM. (See Page 4).		
June 25 3:30 P.M.	JANE DERBY'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 785 FIFTH AVENUE, SHOWROOM. (See Page 4).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 25 4:30 P.M. Cocktails	PRESS SHOWINGS OF SHIRTS AND NECKTIES The local and visiting press will be invited to a preview of Fall sport-shirts and neckties, designed by Adrian. By invitation only. Publicity: Paul Roth, The Shivell-Hall Company, MU. 2-9120.	ADRIAN "DESIGNS FOR MEN", INC.	SHERRY-NETHERLAND CARNAVAL ROOM
June 25 5:30 P.M.	NETTIE ROSENSTEIN'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Wednesday June 25 7:00 P.M. Dinner Show	FALL HAT FASHIONS FOR LOCAL & VISITING PRESS "Headlines for Fall 1952"---the Millinery Fashion Bureau will invite the out-of-town and local press to dinner at 7:00 P.M., and fashion showing by leading millinery designers and manufacturers at 8:00 P.M. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 25 10:00 P.M.	OUT-OF-TOWN PRESS SHOW: FALL MILLINERY FASHIONS John Frederics will present his Fall millinery to the visiting press. By invitation only. <u>Local press show will be held Wednesday, July 9 at 11:00 A.M. (See Page 11).</u> Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Thursday June 26 8:00 A.M. Breakfast	VISITING PRESS BREAKFAST WITH MARCEL BOUCHER Fall costume jewelry, including the new 14 and 18 carat gold jewelry, styled by Marcel Boucher. By invitation. Publ.: Viola Shefer, PL. 3-3173.	MARCEL BOUCHER ET CIE	SHERRY-NETHERLAND CHANTECLAIR ROOM
June 26 9:00 A.M.	ADELE SIMPSON'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-23RD FLOOR. (See Page 4).		
June 26 10:00 A.M.	DAVIDOW'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM-21ST FLOOR. (See Page 4).		
Thursday June 26 10:00 A.M.	FALL MILLINERY AT PRESS SHOWING The press will be invited to a preview of Sally Victor's millinery collection for Fall. By invitation only. Publ.: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
June 26 11:00 A.M.	TRIGERE'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM-16TH FLOOR. (See Page 4).		
June 26 12:30 P.M.	LUNCHEON SHOWING OF BRIDAL FASHIONS FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
June 26 2:30 P.M.	BRIGANCE OF FRANK GALLANT, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 205 WEST 39TH STREET, SHOWROOM-5TH FLOOR. (See Page 4).		
June 26 3:30 P.M.	CHRISTIAN DIOR'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE, SHOWROOM. (See Page 4).		
Thursday June 26 4:30 P.M. Cocktails	"COOLER" PARTY FOR OUT-OF-TOWN EDITORS Coty will invite the out-of-town editors to a "cooler" party and display of makeup colors for Fall and Winter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	730 FIFTH AVENUE SHOWROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 26 5:15 P.M. Cocktails	FALL MILLINERY AT VISITING PRESS PREVIEW Millinery fashions for Fall will be presented by Mr. John at show for the visiting press. <u>Showing for N.Y. press on Friday, June 27, at 10:00 A.M.</u> By invitation only. Publicity: Lois Gifford, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday June 26 6:00 P.M. Tea	HIGH TEA WITH JOSEF FOR VISITING PRESS Trend-setting, Advance Fall collection of domestic and imported "Bags by Josef". By invitation only. Publicity: Viola Shefer, PL. 3-3173.	GOLD SEAL IMPORTERS, INC. (30 EAST 33RD STREET)	SHERRY-NETHERLAND CHANTECLAIR ROOM
June 26 6:00 P.M.	STYLE-WISE FASHION SERIES AND DINNER FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 4).		
Friday June 27 8:00 A.M. Breakfast	VISITING PRESS PREVIEW: FALL MILLINERY FASHIONS Fall millinery fashions will be presented during breakfast for the out-of-town press. By invitation only. <u>Local press show at 9:30 A.M., Friday, July 9.</u> (See Page 11). Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	PLACE TO BE ANNOUNCED
June 27 9:00 A.M.	MOLLIE PARNIS OF PARNIS-LIVINGSTON, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-18TH FLOOR. (See Page 4).		
June 27 10:00 A.M.	PATTULLO-JO COPELAND'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM-14TH FLOOR. (See Page 4).		
June 27 10:00 A.M.	MR. JOHN'S PRESS PREVIEW FOR NEW YORK EDITORS AT 10:00 A.M., 53 EAST 57TH STREET, SALON. (See Above).		
June 27 11:00 A.M.	BEN REIG'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM-23RD FLOOR. (See Page 4).		
June 27 12:00 Noon	CAPRI FROCKS, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 1372 BROADWAY, SHOWROOM-5TH FLOOR. (See Page 4).		
Friday June 27 1:00 P.M. Luncheon	FALL COLLECTION AT VISITING PRESS SHOW Fall fashions by Handmacher-Vogel (Auxiliary Member of N.Y.D.I.--See Page 4). By invitation only. Publicity: Isabella Crawford, LO. 4-7832.	HANDMACHER-VOGEL	1407 BROADWAY SHOWROOM-15TH FLOOR
Friday June 27 1:30 P.M.	FALL FASHION SHOW FOR VISITING PRESS Henry Rosenfeld will present his Fall collection of dresses, coats and suits to the out-of-town and local editors. By invitation only. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
June 27 3:00 P.M.	HANSEN BANG'S, MEMBER OF N.Y.D.I., SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM-7TH FLOOR. (See Page 4).		
June 27 4:00 P.M.	CEIL CHAPMAN'S, MEMBER OF N.Y.D.I., COCKTAIL SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-2ND FLOOR. (See Page 4).		
Friday June 27 4:00 P.M.- 6:30 P.M.	FALL SHOE FASHIONS AT VISITING PRESS SHOW I. Miller's informal showing of Fall shoe collection. By invitation only. Publ.: Barbara McGinniss, BR. 9-2610.	I. MILLER & SON	EMPIRE STATE BLDG. SUITE 7110

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 27 6:30 P.M.	FALL MILLINERY FASHIONS AT VISITING PRESS SHOW Presentation to the out-of-town press by Beatrice-Martin of her Fall millinery collection. <u>Showing for local press, Thursday, July 10, at 4:00 P.M.</u> By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Friday June 27 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Gotham Hosiery will invite the out-of-town editors to the new musical comedy "Wish You Were Here". There will be a party on-stage after the performance, to meet the cast and see a showing of new Gotham hosiery fashions for Fall. By invitation only. Publ.: Eleanor Lambert, MU.8-2130.	GOTHAM HOSIERY	IMPERIAL THEATRE 249 WEST 45TH STREET
Saturday June 28 9:00 A.M. Breakfast	BRIGANCE OF SPORTSMAKER VISITING PRESS PREVIEW Showing to the out-of-town editors of the Fall collection of Brigance-designed blouses, skirts, separates and dresses for daytime and evening wear. By invitation only. Contact: Irving Lein, LO. 3-1534.	SPORTSMAKER (498 SEVENTH AVE.)	HOTEL COMMODORE SOUTH ROOM
Saturday June 28 10:40 A.M. Through Sunday June 29	"WEEKEND AT MARTHA'S VINEYARD" FOR PRESS "Weekend At Martha's Vineyard" for visiting press, sponsored by Aris Gloves; Clairol, Inc.; Doris Day Furs; Laros Textiles; M. Lowenstein & Sons, Co.; Nelly de Grab; Reed & Barton; Wm. Skinner & Sons; Tennessee Eastman Co.; and Treo Co.; also, Ansco; Canada Dry; Remington Rand, Inc.; New Haven Railroad; Martha's Vineyard Chamber of Commerce; and Steamship Authority. Editors will leave Grand Central Terminal on a special train, Saturday at 10:40 A.M., Daylight Saving Time (luggage will be checked through to the train at the Brigance of Sportsmaker fashion show); they will return to N.Y. Sunday evening at 11:00 P.M. Fashion show on the train and in the Rose Garden of the Harborside Inn at Edgartown, Mass. By invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.	LEADING MILLS & MANUFACTURERS	MARTHA'S VINEYARD MASSACHUSETTS
Monday June 30 11:00 A.M. Sherry	LA TAUSCA JEWELRY SHOW FOR VISITING EDITORS La Tausca's Fall jewelry collection at a preview for the out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	411 FIFTH AVENUE SHOWROOM
July 4	FOURTH OF JULY (Legal Holiday-Friday).		
Monday July 7 12:00 Noon Box Luncheon	PRESS & TRADE PREVIEW: FALL MILLINERY L. & B. Karo will invite the press and trade to a box luncheon and preview of the Fall hat collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	L. & B. KARO	7 EAST 37TH STREET SHOWROOM-11TH FLOOR
Monday July 7 2:30 P.M. Dessert	FALL MILLINERY AT PRESS PREVIEW Walter Florell will present his Fall millinery at a dessert party for the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 7 4:00 P.M.	PRESS PREVIEW: FALL MILLINERY Jack McConnell will invite the press to a preview of his Fall millinery collection in his new salon. By invitation only. Contact: JU. 6-1527.	JACK McCONNELL	36 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 8 8:30 A.M. Breakfast	FALL MILLINERY BREAKFAST FORUM Annual forum of the MMEA, with experts discussing millinery trends. By invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA ASTOR GALLERY
Tuesday July 8 12:00 Noon Luncheon	FALL FABRICS AT PRESS PREVIEW Press preview of Fall fashions by leading designers in John Walther fabrics. By invitation only. Publicity: Elena Turner, JU. 6-0143.	JOHN WALTHER	HAMPSHIRE HOUSE THE COTTAGE
Tuesday July 8 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show and dinner for buyers, retailers, and the fashion press. Showing at 9:00 P.M. Dinner and show: \$20.00; Mezzanine, show only: \$10.00. Contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 9 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Breakfast preview for N.Y. press of Fall millinery fashions by Laddie Northridge. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	PLACE TO BE ANNOUNCED
Wednesday July 9 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW The press will be invited to a preview of John Frederics collection of millinery for Fall. By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Wednesday July 9 1:00 P.M. Luncheon	FALL MILLINERY AT PRESS PREVIEW Emme will invite the press to a luncheon preview of her Fall millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	HOTEL MADISON
Wednesday July 9 4:00 P.M. Cocktails	FALL MILLINERY AT PRESS PREVIEW The press will be invited to a cocktail preview of Christian Dior-New York Fall millinery collection, designed by Christian Dior in Paris. Attendance by invitation. Contact: Mme. Jeanne Rousseau, PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
Thursday July 10 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Preview of Braagaard's collection of Fall millinery. By invitation only. Contact: PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Thursday July 10 12:00 Noon Luncheon	PRESS & TRADE PREVIEW: FALL MILLINERY Box luncheon and preview for the press and trade of the Fall millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	GLADYS & BELLE	20 WEST 57TH STREET SALON
Thursday July 10 2:30 P.M.	FALL MILLINERY AT PRESS & TRADE PREVIEW First Fall millinery collection by Eleanor Flourney at preview for press and trade. By invitation only. Publicity: Elizabeth Maher, EL. 5-4248.	ELEANOR FLOURNOY	STORK CLUB 3 EAST 53RD STREET
Thursday July 10 4:00 P.M.	FALL MILLINERY AT PREVIEW FOR PRESS Beatrice-Martin's Fall millinery preview. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON